MERIT STATEMENTS

1. A cigarette brand which is an intelligent choice.
2. A sensible and practical low tar brand.
3. A cigarette that is based on the most advanced technology.
4. A cigarette for carefree, fun-loving people.
5. A cigarette to relax and escape with.
6. A cigarette for those who smoke for pleasure.
7. A cigarette for those who want to appear sophisticated and stylish.
8. A cigarette for the man who works with his hands.
9. A cigarette for professionals and business executives.
10. A cigarette brand that is outdated.
11. A cigarette for people who what to quit smoking.
12. A cigarette for people who are more concerned with tar and nicotine than with good taste.
13. A low tar cigarette that tastes like a full-flavor cigarette.

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Source: https://www.industrydocuments.ucsf.edu/docs/hryj0004